

Subject: RE: RE: Materials & Content for Magazine<SFTOBIA@aol.com>, "rick@ladreams.com" <rick@ladreams.com>
From: "Nhien Lasky" <NLasky@ccala.org>
Date: 09/26/2016 08:31 AM
To: "ty@ladreams.com" <ty@ladreams.com>, "Joanne Danganan" <@>

Hi Ty,

Thanks for your note. We hoped that more of the Downtown-area BIDs would have participated in the advertising opportunity, but as I mentioned in a prior email only three BIDs (including ours) of the 9 in the area submitted content. This of course reduces the number of pages.

Regarding the original content, I believe our BID team opted not to produce content outside of the Market Report. I would be happy to discuss if you would like. Thank you again for the opportunity.

Nhien

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Nhien Lasky

Director of Business Development & Marketing
626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017
office: (213) 416-7531 | fax: (213) 624-0858
NLasky@ccala.org
ccala.org



From: ty@ladreams.com [mailto:ty@ladreams.com]
Sent: Friday, September 23, 2016 2:23 PM
To: Nhien Lasky; Joanne Danganan; Nick Griffin
Cc: natalie@ladreams.com; SFTOBIA@aol.com; rick@ladreams.com
Subject: Materials & Content for Magazine

Hey Nhien,

Thank you for submitting the ads and Q2 market report files.

We have reviewed and selected pieces from the report which may be useful for your 16-page feature in this October's issue.

I have a concern relating to the original content we had agreed you submit as part of the feature. Based off what I see in the report, we do not have any original editorial crafted which mirrors the report and also addresses the Innovate DTLA initiative.


In our meeting together we had agreed that your team would submit content generated aside from the report for your feature. Do you have that material and possibly forgot to submit along with the Q2 report?

I understand the Q2 report has been out for some time now, so just wanted to check in with you to find out if you also planned to submit separate content for the feature?

Based on our production schedule, we would need this submitted no later than Tuesday, September 27. If we do not receive it, we'd be forced to significantly reduce your feature which we hope we don't have to do.

Please advise, thanks.

Ty

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Ty Fischer
Sales and Marketing Manager
LA DREAMS Magazine
LADreams.com
c: 310 594 9060
o: 626 529 5945

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